

presentations on international investment opportunities by the Department to the annual meetings of the Economic Developers' Association of Canada (EDAC) have been held for the past two years.

These activities complement the work being done by Investment Partnerships Canada (IPC), which is focusing on corporate liaison with selected major MNEs in five countries, including Japan. The appointment of Deputy Ministers as "Country Champions" for these countries is also strengthening relationships with major investors and provides a mechanism for them to discuss opportunities and concerns with senior levels of the Government.

Investment promotion techniques are described in Annex II, where they are presented as a "menu" from which to choose activities geared to any particular investment campaign. The techniques cover broadly based or generic promotion, targeted campaigns, partnering and match-making services, servicing investment enquiries and long term factors influencing investment such as education, immigration and research and development.

Links between trade and investment are outlined in Annex I in an attempt to explain how these forces and the actions of transnational companies are contributing to globalization trends.

Strategies for Eight Key Economies

Strategy for Promoting Investment and Strategic Alliances with Japan

Objectives

- To attract Japanese direct investment to Canada;
- To facilitate the retention and expansion of major existing investments;
- To increase Japanese investors' confidence in Canada and their awareness of the advantages of doing business in Canada;
- To promote Canada's excellence in R&D and to entice Japanese companies to invest in and conduct research in Canada; and
- To encourage both Canadian and Japanese firms to cooperate in third countries, particularly in infrastructure projects in Southeast Asia.

Background

Japan's Global Influence

- In 1996 Japan's GDP was \$5.7 trillion, accounting for about 20% of global economic output and more than half of total Asian GDP. The OECD projects that economic growth in Japan over the period